



Rahim Khan

E-Mail:khanrahim01@yahoo.com
Skype:rahimkhan1969

(M)+91 7035706571

Seeking Middle level positions in Sales& Marketing Job Functions in Manufacturing Units.

A Brief Overview

- ⇒ A seasoned professional with over a decades of rich experience in Business Development, New Market Development, Channel Management, Key Account Management, Marketing & Team Management.
- ⇒ Currently Working as an Sales Consultant Renewable Energy (Solar)
- ⇒ **Past associated with Hindustan Motors Ltd., Kolkata as Zonal Manager-East,(Dy Div, Mgmr)**
- ⇒ An enterprising leader with strong analytical, problem solving & organisational abilities.
- ⇒ Areas of Expertise include network and channel development, stock indent.

Business Development

- ⇒ Analyse business potential, conceptualise & execute strategies to drive sales, augment turnover and achieve desired targets.
- ⇒ Monitor competitor activities and devise effective counter measures.
- ⇒ Identify, qualify and pursue business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

New Market Development

- ⇒ Identify new market segments and tap profitable business opportunities.
- ⇒ Evolve market segmentation & penetration strategies to achieve product wise targets.

Channel Management

- ⇒ Enable business growth by developing & managing a network of Channel Partners across territories.
- ⇒ Commission & launch new Centres as per company standards, monitor day to day operations.
- ⇒ Guide and train Partners to accomplish set revenue and business targets.

Key Account Management

- ⇒ Interface with Individuals / key influencers among Corporates/Govt for ascertaining requirements, making presentations and delivering need based product solutions.
- ⇒ Ensure speedy resolution of queries & grievances to maximise client satisfaction levels.
- ⇒ Maintain excellent relations with clients to generate avenues for further business.

Marketing

- ⇒ Develop and implement Marketing Plans with focus on planning for Advertisements, Hoardings, Show-room Activities and other Promotional activities.
- ⇒ Ensure effective Merchandising and Display to enhance product visibility and drive volumes.

Team Management

- ⇒ Manage the gamut of tasks including manpower planning, recruitment, induction and training of Sales Teams, both In-house and at Channel Partners' end.
- ⇒ Create an environment that sustains and encourage high performance; motivate teams in optimising their contribution levels.

Career Highlights

- Presently working as an Consultant & Representative (Renewable Energy –Solar).
- Past Associated with Boraj Infrastructures Pvt Ltd, as AGM (Sales & Marketing), A real Estate Company.
- From Sept, 2015 started free lancing Job Activities and assisted in Brothers business till June,2016 .

Upon Separation from Hindustan Motors, I completed my MBA Exams .

Till Separation worked as Zonal Head-East (WB,NE,Bihar,Jharkhand,Orrisa,Chattisgarh) for Hindustan Motors.

- Handling a team of 20+ Directly and handling a 35+ dealers in the territory assigned for.
- Team restructuring/recruitment and Team building
- Channel Management & Primary Sales.
- Govt Liasion for orders/Approvals,etc.
- Pending outstanding & issues settled upto 50 % which was more than 5 years.
- Benefits increased because of Good performance.
- Handled Launching and Promotional activities.

➤ Past handled as Zone Head North II – UP, MP & Uttarakhand for Hindustan Motors Limited, From Feb,2013 Till Nov,2013.

- Network expansion and Development
- Cash flows increased,
- Old pending out standings recovered which were due for more than 7 years.
- Increase in Sales of Amby & Scv.
- Sales processes and systems implemented.
- Team restructuring/recruitment and Team building
- TO increased by 70%.
- Administered and solely responsible for Operational profit of Regional office.

➤ May,08- Jan,13 Got Promoted as Deputy Manager and posted with Force Motors Limited at Kolkata

- ⇒ Overall in charge of Sales/Marketing activities in West Bengal, sikkim,
- ⇒ Also Looked after the North East region, and Orrisa for a brief period.
- ⇒ Increased overall sales, focus laid on all the products. Achieved highest ever sales of four wheelers in West Bengal and Northeast till today.
- ⇒ Dealership Network developed at Malda, Siliguri, Durgapur (West Bengal), Shillong (Meghalaya), Itanagar (Arunachal Pradesh). Tamluk dealership made operational.
- ⇒ Roadshows & Dealership Scouting carried out in the states of West Bengal, Assam-NE, Jharkhand, Etc
- ⇒ Scouted for dealers in Jharkhand, Assam, Meghalaya, Arunachal Pradesh, etc.
- ⇒ Breakthroughs into Govt Depts by attaining Orders & Liasioning with government regulatory departments
- ⇒ A growth of 100 % in the Market.
- ⇒ Penetration into Competition strong holds.
- ⇒ Entered into Retail finance Tie ups.
- ⇒ Looked after SCV & Tractors, MUV, LCV
- ⇒ Visibility of FML vehicles in the Markets.
- ⇒ Instrumental in getting Various approvals from STA in East

➤ Aug'07 - May, 08 Started with Force Motors Ltd., as Asst Manager for the state of Bihar/Jharkhand

- ⇒ Managing & appointing dealer network & pertaining to Institutional Sales including DGS&D in Bihar
- ⇒ Addressing to the training needs of the dealers; including forecasting and planning.
- ⇒ Dealership Network at Purnea, Begusarai, Gaya, Patna Etc.
- ⇒ Documenting and maintaining Report, Planning System & Stock Management to apprise management of the organisational progress
- ⇒ Actively planning innovative schemes for loans with different financiers for customers
- ⇒ Pivotal in developing a sound dealer network in Bihar with-in an years' time and created showrooms & workshops for the new dealers
- ⇒ Instrumental in achieving a growth of 55% in sales and also restructuring and reorganising the state.

➤ DEC'06- JUN'07 Maya Motors as Sales Manager/AGM,

Joined as Sales Head; and also looked after all the overall activities of the Firm.

- ⇒ Headed the Sales Team.
- ⇒ Organised different promotional activities like Road-Shows, Loan - Melas, exchange offers with innovative schemes.
- ⇒ Played instrumental in starting & developing activities and arrangement of Finance.
- ⇒ Pivotal in having achieved 100% volume of business
- ⇒ Achieved contacts in Govt Depts for sales.
- ⇒ Took initiatives to promote products.

➤ **Mar'05 – Nov'06** **Group Manager-Sales for Perme group of retail Firms**

- ⇒ Steered sales & marketing, inventory control, channel management activities.
- ⇒ Group was into FMCG ,Photography, Govt contractors and Real estates
- ⇒ Overall in charge of all the activities of the group.

Previous Experience

- Jan'04 – Feb'05 Sales Manager:at M/s S.K. Enterprises,Itanagar (increased sales by 100%)
- May'98- Nov'03 Asst Manager (Sales) for NexzenConsortium (an Advertising.Agency)
- **Apr'94–Feb'98 Sr Sales Officer for M/s DUNLOP INDIA LIMITED Guwahati**
- Apr'88-Mar'94 Worked as Supervisor Pest control enterprise,Guwahati
- Feb'86-Sept'87 Worked as Showroom sales Man for Mahavir Electronics (Deltron dealer)

Academia

- ✓ 1985-88 Class X & XII from Kendriya Vidyalaya,Khanapara,Guwahati under CBSE Board.
- ✓ 1991 B.Com,Hons (Mktg),from Gauhati Commerce College under Gauhati University (3 year Degree Course)
- ✓ 2014 E MBA(2 years course) from ISBM with A+.

Additional training and certificate course attended

- Attended training programme on Manufacturing and process of Tyres
- Attended the Training programme on Sales Effectiveness and Sales management conducted by Mercurri Goldman
- Certificate course on entry into Export Market conducted by Indian Institute of Entrepreneurship.
- Attended the Induction Programme of Force Motors Limited
- Attended training programme on Sales Management and Dealer Management conducted by INS Sparta.
- Attended the induction programme of Hindustan Motors Limited,Kolkata
- Knowledge of SAP, Lotus, Microsoft office.

Current CTC ,Expected Salary& Notice period

- Present Salary : 17.85 L per year
- Expected Salary: 15% growth expected (negotiable)
- Notice Period : Immediately

Personal Vitae

Date of Birth : 11thOctober, 1969
Present Address : House No : 62,OppDirectorof Anti Corruption& Vigilance,Srimantapur,
Guwahati-781032,Kamrup Metro, Assam
Permanent Add : Konthalath Paramba,P.K.Panicker Road, Naddkavu-Vellayil,Kozhikode-673011,Kerala.
Marital Status : Married
Dependents : Wife and Two daughters.
Fathers Name : Late A.R. Azim Khan
Mothers Name : Late SheerinAzim.

Family Back ground : My Late Father,a keralite from Kozhikode, was General Manager for Dr Swarup Pest Control Pvt Ltd., and Late Mother,a kannadiga from Mangalore, was a housewife. I have got 2 Sisters' and a brother. Elder sister a teacher Based at Guwahati, Younger one works with SBI as Sr Br. (Bangalore), and brother is into Computers & Peripheral business based at Guwahati.